

Attachment A
Exceptions to Scope of Exclusive Collection System

Customer Types

- Small businesses included in Recycle Plus residential program
- Mixed use developments included in the Recycle Plus residential program that are primarily residential and combine their residential and commercial wastes
- City facilities, multi-family, and single-family dwellings which are currently covered under existing exclusive agreements whose contract terms extend past the proposed timeline
- Agencies that are legally exempt from exclusive franchise agreements

Material Types

- Construction and Demolition (C&D) Debris
- Temporary Residential Clean-outs
- Specialty recyclables not diverted through the City's program
- Recyclable material for which the generator (business) is compensated
- Self-hauled waste
- Donated materials
- Organic materials composted on-site
- Sewage treatment by-product (sludge)
- Hazardous Waste (including universal waste)
- Infectious, Toxic, Medical, Radioactive Waste
- Tallow, Fats, Oils, Grease
- E-Waste
- Secure document shredding
- Composting on site
- Inerts (Dirt, Rock, Concrete, Sand)
- Spent grains
- Gypsum/Wallboard
- Rubber/Tires

Attachment B

Stakeholder Engagement Process

Staff has conducted an extensive outreach engagement process since January 2008. These efforts include in-person interviews, presentations, media outreach, and an on-line survey. Staff has engaged with business districts and associations, chambers of commerce, business and non-profit leadership groups, and others during this process. Outreach is conducted in partnership with the Office of Economic Development, the Department of Planning, Building and Code Enforcement, the San José Redevelopment Agency, existing commercial haulers, individual businesses, and business associations.

The outreach campaign consists of two phases. The goal of phase one was to gather information that would assist staff in evaluating system options. A business recycling survey was distributed in spring 2008 to obtain feedback from customers and stakeholders. More than 500 businesses completed the survey. Additionally, staff conducted twenty-two in-person/case study interviews with businesses and the haulers industry. This primary research yielded input from a wide representation of businesses including non-profits, schools, and churches. Information about current business recycling programs, barriers to recycling, and input on potential changes to the collection system was collected.

The goal of phase two outreach efforts, completed between June and July 2008, focused on communicating to the business community and haulers the results of the survey and staff recommendations for a geographic district-based exclusive commercial system. Staff presented at various business groups, including the Silicon Valley Leadership Group Environmental Committee, Joint Venture Silicon Valley, the Silicon Valley Chamber of Commerce, and the Construction Roundtable. Staff also held individual meetings with businesses that had expressed concerns about an exclusive system as well as with each of the interested franchised haulers.

Phase One – Proposal Research

Online Survey – An online survey on the City's Environmental Services webpage was made available during the period of February 8 to April 17, 2008. More than 500 business customers responded to the survey. This survey was advertised through a multi-lingual direct mail postcard sent to 20,000 businesses and advertisements in the San José Business Journal. In addition, over 25 business associations were personally invited to participate in the survey.

Presentations – City staff provided a presentation to explain the evaluation process and provide an opportunity for feedback on the current garbage and recycling system to multiple business and industry organizations.

Case Study Interviews – Staff conducted twenty-two individual interviews with facility managers or other representatives from the following industries: Restaurants, Hotels, Retail, Office, High Tech, Entertainment, Education and Health Care.

Hauling Industry – Staff also engaged with the current franchised haulers for input on the current system, barriers to increased recycling, and reaction to the redesign options. The four largest haulers, with 90% of the commercial accounts, as well as other interested haulers took part in case-study interviews and completed a survey. Staff also conducted an information meeting for all haulers that included an overview of the current system, the Zero Waste and Green Vision goals, and a summary of the commercial evaluation process.

Phase Two – Proposal Evaluation

This phase was focused on educating businesses about the evaluation process, the benefits of an exclusive system, and addressing concerns identified in the survey process.

Presentations – Staff presented the survey results and proposed recommendations to the Silicon Valley Leadership Group, Joint Venture Silicon Valley, Silicon Valley Chamber of Commerce, and the Construction Roundtable.

One-on-One Interviews – Staff conducted follow-up conversations with businesses that expressed concern during the first phase of outreach.

These businesses were presented with data from the waste characterization study and the survey results. The information gave them a general understanding of the City's desire to pursue an exclusive system. Many of the businesses initially opposed to the idea of an exclusive system were more supportive after receiving the data, survey information, and learning about benefits the new system could provide.

When presented with the proposed concept of a district-based exclusive system, the four largest haulers and some of the smaller haulers were supportive of the concept. The smaller haulers who mostly deal with drop box and/or Construction and Demolition (C&D) debris were generally opposed to an exclusive system that included C&D collection because it would likely eliminate their ability to do business in San José. As a result, staff re-evaluated the proposal and C&D collection are no longer included. All of the haulers expressed an interest in the City procuring processing capacity to allow more haulers the ability to compete in the selection process. Many also requested that the City procure disposal capacity.

On-Going Outreach

Since September 16, 2008, when Council directed staff to proceed with new system development, staff has continued its outreach efforts. On-going education efforts include:

- Regular direct mail updates to the 20,000 businesses in the City's business tax database
- Regular electronic updates to over 200 businesses who have signed up for e-mail updates
- On-going meetings with the current commercial haulers and recycling industry professionals to help develop the scope and requirements of the RFP,
- Presentations to business groups and organizations including:
 - Seminar hosted by the San Jose Silicon Valley Chamber of Commerce
 - Neighborhood Business District Presidents' meeting held by SJRA
 - Event booths at BusinessOwnerSpace.com/Hispanic Chamber of Commerce and West Coast Green Conference
 - Presentations to property management companies
- Contacts with each of the neighborhood business districts, Silicon Valley Leadership Group, and Sustainable Silicon Valley



Attachment C
Letter of Support- Silicon Valley Leadership Group

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Established in 1978 by
DAVID PACKARD

August 1, 2008

The Honorable Chuck Reed
200 East Santa Clara Street
San Jose, CA 95113

Re: Support for San Jose Commercial Garbage and Recycling

Dear Mayor Reed:

The Silicon Valley Leadership Group is pleased to offer our support for the City's efforts to expand commercial recycling across San José. Earlier this month, Christine Wolter from the Environmental Services Department briefed our Environment Committee. We were inspired to hear of the City's leadership in the area of recycling.

Recognizing that the commercial sector generates a majority of the City's waste, approximately 75 percent, totaling more than 1.4 million tons annually, the Leadership Group is delighted to support San José's efforts to boost commercial recycling.

Founded in 1978 by David Packard of Hewlett-Packard, the Leadership Group has a distinguished thirty-year history of linking the public and private sector to the mutual benefit of Silicon Valley businesses and residents. Our 270 members collectively provide nearly 250,000 local jobs, or one of every four private sector jobs in Silicon Valley. Given this strong presence, we are happy to work with our members to promote increased business recycling and measurably reduce the amount of commercially generated waste.

The Leadership Group supports a redesign of the commercial solid waste system that makes recycling an easy and instinctive choice for not just San José businesses, but businesses across the Valley. Improving commercial recycling, we believe, represents a sound investment in our region's economic vitality and the overall health of our planet.

As the City continues to move forward with its recycling system redesign, we look forward to partnering with the City to create policy solutions that work to the benefit of our members and region as a whole.

Sincerely,

Mike Mielke
Director, Environmental Programs

cc: Forrest Williams, Chair, Transportation & Environment Committee
San Jose City Council